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NATIONAL CANNERS ASSOCIATION

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Smith Lauds Tri-State Variety

The canning industry of the Tri-State region of Delaware, Maryland and New Jersey were cited by N.C.A. President Milan D. Smith as an excellent example of how food technology in the United States surpasses that of the Soviet Union. The claims of superiority for the domestic industry were made by Mr. Smith at the annual convention of the Tri-State Packers' Association.

Mr. Smith asserted that food canning is one field of technology in which the Russians have not even come close to the scientific development in the United States. He said that the U.S.S.R. is from 20 to 30 years behind the United States in food processing and distribution techniques. He characterized the Soviet food processing industry as utilizing a good deal of hand labor to accomplish tasks which in the United States have been mechanized for many years.

An important reason for Soviet lag in this field, Mr. Smith said, is the regimentation of production and distribution under their system.

Mr. Smith cited the superior variety of canned foods offered by Tri-State packers, noting that the Tri-State packers place 225 different canned food items on the store shelves of the nation compared with from 200 to 300 different items for all of the Soviet.

Highlights of Mr. Smith's address were reported in a press release issued by the N.C.A. Information Division to 280 newspapers and 50 radio-TV outlets in Delaware, Maryland and New Jersey and to the local and national wire services and trade papers.

N.C.A. Secretary Carlos Campbell was honored in special ceremonies. In recognition of his services to the canning industry, the Tri-State association presented him a pewter tea service which had been obtained especially for the occasion by the Malayan Tin Bureau.

Other members of the N.C.A. also had prominent parts on the Tri-State convention program.

At the tomato meeting Dr. Edwin A. Crosby of the Raw Products Research Bureau reported on mechanical

harvesting, and Cleve Denney of the Washington Laboratory spoke on bacteriological aspects of washing tomatoes.

Gerald R. Bee of the Washington Laboratory took part in a discussion on sweet potato processing.

Dr. C. H. Mahoney, Director of the Raw Products Research Bureau, moderated a panel on *Drosophila* control.

Co-op Bargaining Conference

The Fifth National Conference on Fruit and Vegetable Bargaining Cooperatives will be held January 7-8 at the Jung Hotel, New Orleans. The Farmer Cooperative Service of USDA, which assists in arranging the meeting, has defined the purpose of this conference as "to provide a forum for the discussion of mutual problems facing fruit and vegetable bargaining cooperatives." The announcement continues:

"Fruit and vegetable growers have shown an increasing interest in this type of cooperative as a means of dealing more effectively with processors on contract prices and terms. New associations continue to be formed and various other groups are considering the use of such organizations in marketing their crops. By encouraging the exchange of ideas, this national conference can help existing cooperatives more effectively meet growers' needs, and it can provide guidance to growers considering the formation of a bargaining cooperative."

Further information regarding the conference program may be obtained from Wendell McMillan, Farmer Cooperative Service, USDA, Washington 25, D. C.

Smith Touts Food Broker Role

N.C.A. President Milan D. Smith addressed the annual convention of the National Food Brokers Association today on the differences between food processing and merchandising methods in the United States and the Soviet Union.

At an opening session of the NFBA convention, which continues through December 14, in Chicago, Mr. Smith noted the absence of food brokers from the Soviet marketing system, and praised their important and effective part in American marketing methods.

"The splendid grower-canner-broker-distributor relationship of this country is virtually non-existent in the Soviet," Mr. Smith pointed out. "Some of the functions so efficiently carried out by food brokers under our American system are handled in a somewhat cumbersome way by bureaucracies in the Soviet Union."

Stating that the research delegation of which he was a member came home more than ever convinced that our system, in business and everyday life, is much to be treasured, Mr. Smith emphasized the difference in standards between the two countries.

Mr. Smith praised the food brokers for their part in making possible the fullness of the American way of life. "Not only do we share the personal freedom on which our society is based, but also we share the gains—and some of the losses—in our free enterprise system. In our competitive system, where the consumer is boss, food brokers are an increasingly important and valuable link in the chain of communication to the canner on what the housewife and others who buy really want."

Policy Group Urges Statement on USDA-Industry Research

Preparation of a statement to guide the U. S. Department of Agriculture and industry groups that cooperate with USDA on research was recommended by the Department's Agricultural Research Policy Committee at its quarterly meeting in Washington, November 28-29.

Such a statement should embody eight general principles, according to ARPC members. These are included in the following:

1. The primary purpose of research in USDA is to serve all the people of the nation through improvement in the production, processing, distribu-

tion, utilization, and consumption of agricultural and forest products.

2. In serving this purpose, research may yield direct and immediate benefits to farmers and other individuals and to groups of various sizes, including corporations and entire industries, such as dairy, cotton, lumber, transportation, or retail food.

3. It is appropriate that there be opportunity for those who may benefit to participate in and contribute to the progress of the research program.

4. Most industry support takes the form of material, facilities, and personnel rather than cash contributions. USDA should continue to encourage this type of support but should not solicit monetary contributions from industry. USDA should outline clearly the circumstances and conditions under which any assistance, monetary or otherwise, would be welcome.

5. USDA policy regarding acceptance of contributions should be made readily and widely available to prospective cooperators.

6. It is desirable that industry assistance be provided by representative groups such as cooperatives and trade associations. Marketing agreements and other programs which authorize expenditures through industry assessment are also considered appropriate.

7. Industry should contribute to the balance needed in a research program that has, as its basic obligation, the national public welfare.

8. Contributions from industry should be regarded as only supplemental to and not as substitutes for appropriations, which USDA has responsibility to seek under regularly established budgetary procedures.

Members of ARPC made their recommendation after evaluating suggestions that the Department seek increased support for research from industry and other nongovernmental sources and after a study of present and past industry contributions to USDA research.

The Committee expressed its appreciation to Secretary Benson and his staff for the emphasis and support given agricultural research. It emphasized, however, that there is still an urgent need for expansion of the total program and a particular need for expansion of utilization, marketing, and home economics research.

The committee is composed of members appointed by the Secretary of Agriculture under provisions of the Research and Marketing Act of 1946. They represent farmers and ranchers,

state and private research organizations, and industries connected with agriculture.

Members of the ARPC include Paul Armstrong, retired general manager of Sunkist Growers, Inc., Pacific Palisades, Calif.; and Louis Ratzesberger, Jr., vice president of the Dole Corporation, San Jose, Calif.

USDA Potato Research

Continued emphasis on basic studies in all areas of agricultural research was urged by members of the USDA's Potato Research and Marketing Advisory Committee at their annual meeting November 28-December 2.

The highest priority in assigning USDA research funds should be put on fundamental studies, according to the committee.

The committee called for marketing studies that will enable the potato industry to deliver to consumers improved fresh and processed potato products while retaining a reasonable profit for growers, processors, and potato marketers. According to a report on the committee meeting, the following kinds of information are needed:

(1) Estimates of acreage and production of reds, round whites, long whites, and russets; (2) utilization by seasonal groups; (3) semi-monthly disappearance of the fall crop; (4) short supplies and movements of other seasonal groups; (5) January planting intentions; (6) monthly production and stocks of processed potato items; and (7) a weekly report and three-year statistical averages, rather than the present 10-year tables.

Canned Ripe Olives for USDA

USDA announced December 6 an offer to buy canned ripe pitted olives packed from the 1960 crop in No. 10 cans for distribution in the National School Lunch Program.

Offers may be submitted for the sale of carlot quantities of such olives meeting the requirements of U. S. Grade A (Fancy) and also meeting additional USDA specifications as to variety, size, and drained weight.

Offers should be submitted to the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by 9 a.m. EST December 21 for acceptance by December 23.

Shipment will be required during the period January 16 through March 11.

Georgia Canners Association

Warren W. McPhillips of the King Pharr Canning Operations, Cullman, Ala., was elected president of the Georgia Canners Association at the annual meeting.

Ernest Bloodworth, Cherokee Products Company, Haddock, Ga., was elected first vice president; and Victor Russell, Monticello Canning Co., Crossville, Tenn., second vice president. Barton Stephens, Griffin, Ga., continues as secretary-treasurer.

Minnesota Canners & Freezers

John Hammel of the Owatonna Canning Company, Owatonna, was elected president of the Minnesota Canners & Freezers Association at the annual convention.

Charles A. Brown, Olivia Canning Company, Olivia, was elected vice president; and George A. Borg, Northland Canning Company, Kokato, continues as secretary-treasurer.

Ohio Canners Association

Von E. Jones of the Greenville Canning Company, Greenville, was elected president of the Ohio Canners and Food Processors Association at the annual meeting.

Leroy Wenger, Lake Erie Canning Co., Sandusky, was elected first vice president; and E. H. Myers, H. J. Heinz Co., Fremont, second vice president. Dr. Wilbur A. Gould, Worthington, continues as secretary-treasurer.

Tri-State Packers' Assn.

Lee Mitchell of the F. O. Mitchell Company, Kennedyville, Md., was elected president of the Tri-State Packers' Association at its annual convention.

C. K. Lane of California Packing Corporation, Swedesboro, N. J., was elected first vice president, and James M. Shriver, Jr., of The B. F. Shriver Co., Westminster, Md., was elected second vice president.

John W. Rue of Easton, Md., was continued in office as executive secretary.

The purchase will be made with Section 32 funds transferred by Congress for price support and surplus removal activities.

Forthcoming Meetings

Dec. 10-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago

Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.

Jan. 7-8—Farmer Cooperative Service of USDA, Fifth National Conference on Fruit and Vegetable Bargaining Cooperatives, Jung Hotel, New Orleans

Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 9-10—Northwest Cannery and Freezers Association, Annual Meeting, Multnomah Hotel, Portland, Ore.

Jan. 9-12—National Council of Farmer Cooperatives, Annual Meeting, Jung Hotel, New Orleans

Jan. 12-13—Canners League of California, 38th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 12-15—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 22-25—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago

Jan. 29-Feb. 1—Canadian Food Processors Association, Annual Convention, Prince Edward Hotel, Windsor, Ont.

Jan. 29-Feb. 1—Super Market Institute, Mid-year Conference, Americana Hotel, Bal Harbour, Miami Beach, Fla.

Feb. 2-3—Statistical Quality Control and Instrumentation Workshop for the Food Industry (co-sponsored by N.C.A.), Cornell University, Ithaca, N.Y.

Feb. 21-22—Special Industrial Radio Service Association, 9th Annual Meeting, Bakersfield, Calif.

Feb. 23-24—New Jersey Processors Fieldmen's School, New Jersey Agricultural Experiment Station, New Brunswick

Feb. 24—Ozark Cannery, Processors, Brokers & Supplymen Association, Annual Meeting, Colonial Hotel, Springfield, Mo.

March 3-4—Virginia Cannery Association, 53d Annual Meeting, Hotel Roanoke, Roanoke

March 5-7—Canners League of California, 57th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 5-8—National Association of Frozen Food Packers, 20th Annual Convention, Dallas

March 14—NATIONAL CANNERS ASSOCIATION Northwest Branch, Annual Canned Salmon Cutting, Olympic Hotel, Seattle

April 6-8—Institutional Food Distributors of America, Annual Convention, Hotel Americana, Bal Harbour, Fla.

April 9-12—U. S. Wholesale Grocers Association, Annual Convention, Hotel Americana, Bal Harbour, Fla.

May 7-10—Super Market Institute, 24th Annual Convention, McCormick Place Hotel, Chicago

June 15-22—National Association of Retail Grocers, 52d Annual Convention, Convention Hall, Philadelphia

Schedule of Principal Events of the 1961 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

SATURDAY, JANUARY 21

- 12:30 p.m.—N.C.A. Administrative Council
- 12:30 p.m.—C.M.&S.A. Board of Directors
- 4:30 p.m.—Forty-Niners Annual Meeting
- 5:15 p.m.—Forty-Niners Award Ceremony
- 7:00 p.m.—State Secretaries Dinner

SUNDAY, JANUARY 22

- 8:00 a.m.—N.C.A. Legislative Committee
- 8:00 a.m.—N.C.A. Consumer and Trade Relations Committee
- 8:00 a.m.—Cooperative Processors Association, Breakfast meeting
- 10:00 a.m.—N.C.A. Board Executive Session
- 10:00 a.m.—C.M.&S.A. Annual Meeting
- 12:00 noon to 5:00 p.m.—C.M.&S.A. Exhibit—The Cannery Show
- 12:30 p.m.—N.C.A. Board Luncheon
- 2:30 p.m.—N.C.A. Board Executive Session
- 2:30 p.m.—N.C.A. Equipment Sanitation Committee
- 6:00 p.m.—Old Guard Reception and Banquet
- 7:30 p.m.—N.C.A. Research Smoker

MONDAY, JANUARY 23

- 8:00 a.m.—N.C.A. Consumer Service Committee
- 8:00 a.m.—N.C.A. Fishery Products Committee
- 9:00 a.m.—N.C.A. Nominating Committee
- 10:00 a.m.—N.C.A. Annual Meeting and Convention General Session. Address by George Romney, President of American Motors Corp.
- 10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit—The Cannery Show
- 12:00 noon—Food Editors Reception and Luncheon
- 12:30 p.m.—N.C.A. Research Committee
- 12:30 p.m.—N.C.A. Statistics Committee
- 2:00 p.m.—N.C.A. Labeling Advisory Subcommittee
- 2:00 p.m.—Food Editors Conference
- 2:30 p.m.—C.M.&S.A. Ladies Program
- 3:00 p.m.—N.C.A. Claims Committee
- 7:00 p.m.—Young Guard Banquet

TUESDAY, JANUARY 24

- 8:30 a.m.—N.C.A. Research Program—Canned Foods Assure Adequate and Safe Diets
- 8:30 a.m.—N.C.A. Marketing Program—The Institutional Market
- 8:30 a.m.—N.C.A. Raw Products Program—Recent Developments in Mechanical Harvesting and Handling of Tomatoes
- 8:30 a.m.—N.C.A. Fishery Program—Free or Controlled Trade in the International Market—A Debate
- 10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit—The Cannery Show
- 12:30 p.m.—N.C.A. Procurement Committee
- 12:30 p.m.—Joint Allied Industry and C.&T.R. Luncheon
- 2:00 p.m.—N.C.A. Statistical Quality Control Clinic
- 2:00 p.m.—N.C.A. Processing Committee on Foods in Metal Containers
- 2:30 p.m.—N.C.A. Labeling Committee
- 6:30 p.m.—N.C.A. Raw Products Committee
- 8:00 p.m.—C.M.&S.A. Dinner Dance

WEDNESDAY, JANUARY 25

- 8:30 a.m.—N.C.A.-C.M.&S.A. Research Program—Plant Maintenance and Sanitation
- 8:30 a.m.—N.C.A. Marketing Program—FTC Economic Studies and Surveys in the Food Industry
- 8:30 a.m.—N.C.A. Raw Products Program—A Critical Evaluation of the Protective Screen Program
- 10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit—The Cannery Show

CANNED FOODS THE YEAR-ROUND HARVEST

N.C.A. Research Committee

The Scientific Research Committee met with the directors of the N.C.A. Research Laboratories in Washington December 5-6. With C. L. Rumberger as chairman, the committee reviewed the work accomplished in 1960 and the projects and budget for 1961.

Prominent in the discussions were the projects on struvite prevention in canned sea foods, analytical procedures for chemical additives and pesticides, and the survey of retorting equipment and operations.

Committee members or alternates present included H. R. Beard, G. E. Brissey, A. Edward Brown, W. W. Giddings, C. H. Krieger, W. C. Kruger, R. K. Pedersen, Alan C. Richardson, R. M. Schaffner, G. C. Scott, and R. B. Wakefield.

Statistical Quality Control

A short course in statistical quality control for food processors sponsored by N.C.A., Oregon State College and the Northwest Cannery and Freezers Association was held at Corvallis, Ore., November 29-December 1. The 55 registered attendees learned about the fundamentals of statistical methods, the theory, modification and use of quality control charts in food plants, and the factors which influence sample size and selection.

Among those giving the instruction were Bruno A. Filice, Filice & Perrelli Canning Co., Inc., Rolie O'Neal, Dole Corporation, and Norman Olson of the N.C.A. Berkeley Laboratory.

U. S. Trade Center in London

A permanent U. S. trade center, where products of American industry will be displayed and sold the year-round, will be opened in London in the spring of 1961. The center will be under the management of the U. S. Department of Commerce in collaboration with the U. S. Department of Agriculture.

In announcing plans, the Commerce Department said that "the center will be available for the use of U. S. producers and exporters interested in exploiting the opportunities afforded by recent developments in the British market. The U. S. Government will establish a series of 'themes' highlighting categories of U. S. goods which studies indicate have the best sales opportunities in that market."

The London center will be the first permanent, government-spon-

sored trade promotion headquarters of its kind to be established abroad by the U. S. Government. Negotiations are now being made to lease a ground-floor location in the Piccadilly Circus area of London's business district.

U. S. producers or exporters of manufactured goods who want to investigate facilities of the new trade promotion center should direct their inquiries to the Office of Trade Promotion, Bureau of Foreign Commerce, U. S. Department of Commerce, Washington 25, D. C.

Living for Young Homemakers

"For holiday entertaining: the 'be-prepared' shelf," a food article in the December issue of *Living For Young Homemakers* magazine, includes canned tomatoes and whole kernel corn among the five featured foods. Eight recipes are given for both the tomatoes and corn.

The article says, "Long before and after Christmas Day, people pop in, gaily unannounced and as hungry as wolves. How then, with so little notice does our hostess cope? Very simply: she has a 'be-prepared' shelf, a small segment of the pantry devoted to the package, the can and the 'mix.'"

"Canned corn makes a quick and inimitable partner for sauteed mushrooms and green beans, for pimientos and green peppers. It can turn a grid-dle cake into a delight once known only to connoisseurs of fine Southern cooking, and it can make the reputation of a stuffed bird.

"The old stand-by, canned tomatoes, dovetails superbly with celery, okra, eggplant or cucumbers, and cunningly herbed, is not a tomato at all, but what it was once called, a love apple."

In addition to canned tomatoes and corn, other canned foods used in the article are salmon, crab meat, okra,

Ladies' Home Journal

"'Twas The Month Before Christmas And No Time For Meals," a food article in the December issue of *Ladies' Home Journal* magazine, includes a total of 15 canned foods in the six timesaving recipes.

The article says, "Our gift to you this month is time—Mouth-watering meals that are made in minutes. In the frenzy of Christmas preparations, use these precious timesaving recipes from the *Journal*, and it's mealtime in jig time for you. A tantalizing fragrance of savory and basil belies the speed with which you can prepare and cook juicy sirloin tips to make a ragout 'fit for a king.' Succulent breasts of chicken, bathed in golden apple juice, cook in the twinkling of an eye. Tuna Supreme is made with plump chunks of white meat married in a creamy cheese sauce with hominy and okra. For your 'piece de resistance' quickie, spread melt-in-your-mouth juicy porterhouse steak with a lavish lemon-Roquefort topping. And for dessert what could be more delicious than sweet pears under a drift of spiced sour cream, or honey cake laced with applesauce and topped with crunchy meringue, both made faster than you can eat them?"

Canned foods included in the recipes are onion soup, tomato paste, button mushrooms, baby carrots, new potatoes, apple juice, chicken broth, tomatoes, pear halves, condensed cream of celery soup, tuna, hominy, okra, and applesauce.

pimientos, tuna, ripe olives, anchovies, chili with beans, deviled ham, sliced apples, and pineapple tidbits.

Cans of tomatoes and corn are shown attractively in one of the black and white photographs illustrating the article.

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